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CITY PARTNERSHIP WITH KFC MEANS ADDITIONAL FIRE PREVENTION AND SAFETY EQUIPMENT FOR INDY PARKS AND IFD

Donation of Fire Extinguishers and Smoke Detectors tied to launch of “Fiery Grilled Wings” is first partnership of its kind for City

INDIANAPOLIS -- Mayor Greg Ballard and Indianapolis Fire Department (IFD) Chief Brian Sanford met with representatives from Kentucky Fried Chicken (KFC) to accept the first of 33 new fire extinguishers and funding for approximately 1,000 new smoke detectors, presented as part of a pilot sponsorship program with the Louisville-based company.

In lieu of a traditional advertising campaign, KFC is promoting its new product through public-private partnership and sponsorship opportunities designed to provide needed fire safety improvements and equipment. In Indianapolis, that sponsorship means 33 new fire extinguishers in 17 Indy Parks Family and Recreational Centers and approximately 1,000 smoke detectors provided to IFD for distribution to residents in Marion County.

“Public safety is job one in Indianapolis, and public-private partnerships that help tax dollars stretch further to support public safety efforts are a welcomed investment in our community,” said Mayor Ballard. “This is an example of the kinds of partnerships we would like to increase throughout the City, and I’m glad to see KFC embrace this kind of creative approach.”

Prior to arriving in Indianapolis, the KFC team traveled to Brazil, Ind. to assist that city with needed fire hydrant repairs. KFC will also extend an offer to assist mayors of other cities in meeting their needs for fire extinguishers and hydrants in their communities.

In Indianapolis, www.indy.gov/ideas is a portal open to all residents and companies to submit ideas for public-private partnerships that provide a true public benefit to the community and bring in revenue to help offset budgeted expenses. The Web site provides a public policy statement that governs this initiative and was designed with the help of citizens and representatives from community organizations throughout Indianapolis.

This program was developed by locally-based Third Street Partners, with the collaboration of the Mayor's Office and KFC.

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